

# BEYOND INDIA: TATA MOTOR'S CALCULATED PLAY FOR GLOBAL CV DOMINANCE



**Subhabrata Sengupta**

*(Partner, Avalon Consulting)*



“

This acquisition would make Tata a truly global player with IVECO's European and American footprint. However, the two largest markets, USA and China, remain weak points. As of now, it seems that it will be a separate business like JLR. Some technology may percolate and some platforms may be shared.

”